

Name _____

Period _____

Chapter 15 – Closing the Sale

1) Obtaining a positive agreement from the customer to buy is called_____.

2) Buying Signals:

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3) Initial effort to Close the Sale is called_____.

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4) Rules for Closing the Sale:

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5) How can a salesperson help a customer make their decision.....

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6) Four types of Closes are:

a.

Example:

b.

Example:

c.

Example:

d.

Example:

7) Benefits of Suggestion Selling:

---To the sales person:

---To the business:

8) Relationship Marketing

9) Perseverance: